

WHAT IS CLAIMED IS:

1. An information processing apparatus, comprising:
an information receiving unit receiving desired information together with advertisement data related to the desired information externally supplied from outside;
5 processing means for executing a prescribed process on said desired information received by said information receiving unit; and
advertisement presenting means for presenting, when said prescribed process is executed by said processing means, an advertisement based on said advertisement data received by said information receiving unit.
- 10 2. The information processing apparatus according to claim 1, wherein
said information receiving unit includes
a storage medium mounting unit to which an information storage medium storing in advance said desired information and said advertisement data is detachably mounted, and
a storage medium reading unit reading said desired information together with the advertisement data related to the desired information, from said information storage medium mounted on said storage medium mounting unit.
- 10 3. The information processing apparatus according to claim 1, wherein
said desired information includes additional data corresponding to a type to be added as an object of said prescribed process by said processing means.
- 5 4. The information processing apparatus according to claim 1, wherein
said information receiving unit has

5 a communication unit for communication with the outside through a communication path, and

receiving means for receiving, through said communication unit, said externally transmitted desired information and said advertisement data related to the desired information.

5. The information processing apparatus according to claim 4, wherein

said information receiving unit includes

additional data specifying means for specifying type of said additional data, based on execution result of said prescribed process by said processing means,

additional data requesting means for transmitting to the outside through said communication unit an acquisition for said additional data corresponding to the type specified by said additional data specifying means, and

data receiving means for receiving from the outside through said communication unit, said advertisement data and said additional data of the type corresponding to said acquisition request transmitted by said additional data requesting means.

6. The information processing apparatus according to claim 5, wherein

said acquisition request includes advertisement specifying data for specifying said advertisement data, and

5 said data receiving means receives said advertisement data specified by said advertisement specifying data included in said acquisition request transmitted by said additional data requesting means.

7. The information processing apparatus according to claim 1, wherein

said information processing apparatus is portable.

8. A communication apparatus, comprising:
a communication unit communicating with an external information
supplying unit through a communication path;
receiving means receiving, through said communication unit,
5 externally transmitted desired information for executing a prescribed
process, and advertisement data related to the desired information;
a storage medium mounting unit on which a storage medium is
detachably mounted; and
a storage medium writing unit writing said desired information and
10 said advertisement data received by said receiving means to said storage
medium mounted on said storage medium mounting unit.

9. The communication apparatus according to claim 8, wherein
said storage medium stores in advance information specifying data
for specifying said desired information and advertisement specifying data
for specifying said advertisement data;

5 said communication apparatus further comprising:

reading means for reading said information specifying data and said
advertisement specifying data from said storage medium mounted on said
storage medium mounting unit; and

request transmitting means for transmitting, through said

10 communication unit, an acquisition request for said desired information and
said advertisement data, using said information specifying data and said
advertisement specifying data read by said reading means; wherein

15 said receiving means receives said desired information and said
advertisement data specified by said information specifying data and said
advertisement specifying data transmitted by said request transmitting
means.

10. The communication apparatus according to claim 8, wherein
said storage medium stores in advance connection destination data
for specifying and connecting to said external information supplying unit;
and

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said communication unit communicates with said external information supplying unit based on said connection destination data stored in said storage medium mounted on said storage medium mounting unit.

11. The communication apparatus according to claim 8, wherein said desired information includes additional data to be added as an object of said prescribed process.

12. An information processing terminal, comprising:
a storage medium reading unit reading, from a storage medium storing desired information and advertisement data related to the desired information, said desired information and said advertisement data;
processing means for executing a prescribed process on said desired information read by said storage medium reading unit; and
advertisement presenting means for presenting, when said prescribed process is executed by said processing means, said advertisement data read by said storage medium reading unit.

13. The information processing terminal according to claim 12, further comprising
a storage medium mounting unit to which said storage medium is detachably mounted; wherein
said storage medium reading unit performs reading of said storage medium mounted on said storage medium mounting unit.

14. The information processing terminal according to claim 12, wherein
said desired information includes additional data corresponding to a type to be added as an object of said prescribed process by said processing means.

15. The information processing terminal according to claim 14, wherein

the type of said additional data is specified based on execution result of said prescribed process by said processing means.

16. The information processing terminal according to claim 12, wherein

said information processing apparatus is portable.

17. An information supplying apparatus, comprising:
acquisition request receiving means for receiving an acquisition
request for desired information; and

data supplying means responsive to reception of said acquisition request by said acquisition request receiving means, for transmitting said desired information together with advertisement data related to the desired information, to a source of the acquisition request.

18. The information supplying apparatus according to claim 17, wherein

said desired information includes additional data corresponding to a type to be added as an object of information processing executed by said source of acquisition request.

19. The information supplying apparatus according to claim 18, wherein

said acquisition request includes type data representing type of said additional data;

said information supplying apparatus further comprising an additional data storing unit storing a plurality of different said additional data; wherein

said data supplying means transmits, in response to reception of said acquisition request by said acquisition request receiving means, said additional data read from said additional data storing unit based on said type data in said received acquisition request to said source of acquisition request.

20. The information supplying apparatus according to claim 19,
wherein

each of said plurality of different additional data of said additional
data storing unit is registered and updated by a data supplier supplying the
additional data.

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21. The information supplying apparatus according to claim 17,
wherein

5 said acquisition request includes advertisement specifying data for
specifying said advertisement data;

said information supplying apparatus further comprising

an advertisement data storing unit storing a plurality of different
said advertisement data; wherein

10 said data supplying means transmits, in response to reception of
said acquisition request by said acquisition request receiving means, said
advertisement data read from said advertisement data storing unit based on
said advertisement specifying data in said received acquisition request, to
said source of acquisition request.

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22. The information supplying apparatus according to claim 21,
wherein

5 said advertisement data storing unit stores said advertisement data
corresponding to a plurality of advertisers supplying said advertisement
data; and

5 said advertisement specifying data is data for specifying said
advertiser.

23. The information supplying apparatus according to claim 22,
wherein

5 said advertisement data in said advertisement data storing unit is
registered and updated by corresponding said advertiser.

24. In an information processing system including a plurality of

terminals executing a prescribed process on a desired information and presenting supplied data, and an information supplying apparatus communicating with an arbitrary one of said plurality of terminals for supplying information to said arbitrary terminal, a method of supplying information, comprising the steps of:

transmitting an acquisition request for said desired information from said arbitrary terminal to said information supplying apparatus; and in response to reception of said acquisition request transmitted in said step of transmitting the acquisition request, transmitting and supplying said desired information together with advertisement data related to the desired information from said information supplying apparatus to said arbitrary terminal.

25. An information supplying system including a plurality of terminals executing a prescribed process on desired information and presenting supplied data, and an information supplying apparatus communicating with an arbitrary one of said plurality of terminals for supplying information to said arbitrary terminal, comprising:

acquisition request transmitting means for transmitting an acquisition request of said desired information from said arbitrary terminal to said information supplying apparatus; and

data supplying means responsive to reception of said acquisition request transmitted by said acquisition request transmitting means, for transmitting and supplying said desired information together with advertisement data related to the desired information, from said information supplying apparatus to said arbitrary terminal.

26. A computer readable recording medium, comprising:
a program information storing unit storing program information for
executing a desired information processing;
an additional data storing unit storing additional data related to
said program information read together with said program information for
executing said desired information processing; and

an advertisement storing unit storing advertisement data related to said program information, read to be presented when said desired information processing is executed.

27. The computer readable recording medium according to claim 26, further comprising

advertisement specifying data storing unit storing advertisement specifying data for specifying said advertisement data; wherein

5 said advertisement data specified by said advertisement specifying data is externally supplied and stored in said advertisement storing unit.

28. The computer readable recording medium according to claim 27, further comprising

a connection destination information storing unit storing connection destination information for specifying and establishing connection for communication with a supplier of said advertisement data.

29. The computer readable recording medium according to claim 27, wherein

5 said advertisement specifying data is data for specifying an advertiser.

30. The computer readable recording medium according to claim 26, further comprising

identification information storing unit for storing identification information for uniquely identifying said additional data; wherein

5 said additional data specified by said identification information is externally supplied and stored in said additional data storing unit.

31. The computer readable recording medium according to claim 26, wherein

5 said additional data includes next order identification information for uniquely identifying said additional data to be added next, and said

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5 additional data specified by said next order identification information is externally supplied and stored in said additional data storing unit.

32. The computer readable recording medium according to claim 26, further comprising

execution result storing unit storing a result in the middle of or at the end of execution, when said desired information processing is executed.

33. The computer readable recording medium according to claim 32, wherein

one of said identification information and said next order identification information is stored as execution end result of said desired information processing into said execution result storing unit.